

IN THE CLAIMS

Please cancel claims 18-70, 72-79, and 81-83 without prejudice. Claim 85 is new.

Please amend the following of the claims which are pending in the present application:

1. (Previously presented) A search engine system capable of displaying *indicative information* including search *suggestions* to a user derived from *searches* performed by one or more entities connected directly or indirectly with the user, wherein said search *suggestions* include *recent searches* and/or *popular searches* performed by said entities.
2. (Original) A search engine system as claimed in claim 1, wherein said entities are denoted as '*user contacts*'.
3. (Original) A search engine system as claimed in claim 2, wherein, each *user contact* includes a *connection factor* indicative of the degree of separation between the *user contact* and the user.
4. (Currently amended) A search engine system as claimed in ~~any one of claims 2-3~~ claim 3, wherein at least one user is provided with an interface between said search engine system and with a *private personal contacts network of user contacts* unique to said user.

5. (Currently amended) A search engine system as claimed in ~~any one of claims 2-3~~ claim 3, including a *private personal contacts network* of *user contacts* accessible by at least one user.

6. (Original) A search engine system as claimed in claim 5, wherein each said *private personal contacts network* is unique to an individual user.

7. (Currently amended) A search engine system as claimed in ~~any one of claims 4-6~~ claim 4, wherein said *private personal contacts network* provides *interrelationship context information* between said entities.

8. (Currently amended) A search engine system as claimed in ~~any one of claims 4-6~~ claim 5, wherein said *private personal contacts network* provides *interrelationship context information* between a *user contact* and the user.

9. (Currently amended) A search engine system as claimed in ~~any one of claims 4-8~~ claim 8, wherein said *interrelationship context information* includes said *connection factor*.

10. (Currently amended) A search engine system as claimed in ~~any one of claims 4-9~~ claim 7, wherein said *interrelationship context information* includes one or more

*entity attributes.*

11. (Original) A search engine system as claimed in claim 10, wherein said system *entity attributes* include at least one *identifying characteristic*.

12. (Original) A search engine system as claimed in claim 10, wherein said system *entity attributes* includes information regarding personal details, interests; friends; relations; school alumni; employment factors; business colleagues; professional acquaintances; sexual preferences, persuasions, or proclivities; sporting interests; entertainment, artistic, creative or leisure interests; travel interests, commercial, religious, political, theological or ideological belief or opinions; academic, scientific, or engineering disciplines; humanitarian, social, security/military or economic fields and any combination of same.

13. (Currently amended) A search engine system as claimed in ~~any one of the preceding claims~~ claim 1, wherein said *searches* include any interrogation of a database via a network, including a search of web-sites via the internet.

14. (Currently amended) A search engine system as claimed in ~~any one of the preceding claims~~ claim 1, wherein each search includes user-inputted *keywords* and an output listing of *search results*.

15. (Previously presented) A search engine system as claimed in claim 14, wherein said *recent searches* denote recent *keywords* or *search results* associated with the *keywords* used by the *user contacts* and said *popular searches* denote a ranking of the most popular *keywords* or *search results* associated with the *keywords* used by the *user contacts*.

16. (Currently amended) A search engine system as claimed in ~~any one of the preceding claims~~ claim 1, wherein said *indicative information* includes search results *weighting*.

17. (Previously presented) A search engine system as claimed in claim 14, wherein said *suggestions* include at least one of;

- *recent web-sites* denoting recent web sites accessed by the *user contacts* either directly, or via *recent searches*;
- *popular web-sites* denoting a ranking of web sites most regularly visited by, and/or recommended by the *user contacts*;
- *high-flying searches* denoting a list of *keywords* or *search results* associated with the *keywords* ranked according to their rate of increase in the *popular searches* ranking;
- *high-flying web-sites* denoting a list of web-sites ranked according to their rate of increase in the *popular web-sites* ranking;
- *popular or recently accessed paid web listings*.

18-70. (Cancelled)

71. (Currently amended) A method of *brokering* services utilising a search engine system as claimed in ~~any one of the preceding claims~~ claim 1, said services being provided by a *partner web-site* or *broker* acting as an intermediary between advertisers and *partner web-sites* and/or websites featuring the search engine system and including the provision of *suggestions* relevant to the advertiser product(s), service(s), web-site(s), or company(ies) on said *partner web-site*, and/or the search engine.

72-79. (Cancelled)

80. (Currently amended) A search engine system as claimed in ~~any one of claims 1-70~~ claim 1 capable of displaying *indicative information* to a user from *searches* performed by entities (or '*user contacts*') connected directly or indirectly with the user, wherein said system includes;

- at least one host computer processor connectable to one or more network(s),
- a database accessible over said network(s),
- a plurality of data input devices connectable to said network(s),
- a search engine accessible over said network(s),
- wherein said system is capable of forming said private *personal contacts*

*network* for each of one or more users by receiving input from the said user including at least one identifying characteristic of the user and of one or more chosen entities

known to said user,

- recording said identifying characteristic of each entity including the user to form one or more corresponding entity data records in said database,
- notifying the or each chosen entity of their recordal on said system and requesting input of at least one identifying characteristic of one or more further entities known to the or each said chosen entity,
- recording the identifying characteristic of each further entity inputted by the or each said chosen entity to form further corresponding entity data records,
- repeating the above steps of successive notification of further entities and recordal of the identifying characteristic of each further entity chosen as further entity data records,
- providing searchable access to at least part of the entity data records stored in said database and to the internet.

81-83. (Cancelled)

84. (Currently amended) A method of creating a private *personal contacts network* for interaction with a search engine system as claimed in ~~any one of claims 1-70 or 80-83~~ claim 1, said method including the steps performed by a processor of a data processing and storage system, of:

- receiving input from the said user including at least one *identifying characteristic* of the user and at least one chosen entity known to said user and

hereinafter referred to as a *user contact*;

- recording said *identifying characteristic* of each *user contact* including the user to form at least one corresponding *user contact* data record in said database;
- notifying the or each *user contact* of their recordal on said system and requesting input of at least one identifying characteristic of at least one further entity known to the *user contact*;
- recording the identifying characteristic of each further entity inputted by the or each *user contact* to form further corresponding *user contact* data records;
- repeating the above steps of successive notification of further entities and recordal of the identifying characteristic of each further entity chosen as further *user contact* data records;
- providing searchable access to at least part of the *user contact* data records stored in said database.

85. (New) A method comprising displaying to a user *indicative information* including search *suggestions* derived from *searches* performed by one or more entities using the search engine claimed in claim 1, said entities being connected directly or indirectly with the user, wherein said search *suggestions* include *recent searches* and/or *popular searches* performed by said entities.